

**INTERAMERICAN UNIVERSITY OF PUERTO RICO  
METROPOLITAN CAMPUS  
BUSINESS FACULTY  
UNDERGRADUATE DEPARTMENT  
MARKETING PROGRAM**

**SYLLABUS**

**I. GENERAL INFORMATION**

<b>COURSE TITLE</b>	:	Principles of Publicity
<b>Code and Number</b>	:	MKTG 3238
<b>Credits</b>	:	Three (3)
<b>Academic Term</b>	:	
<b>Professor</b>	:	
<b>Office Hours / Location</b>	:	
<b>Telephone</b>	:	
<b>E-Mail</b>	:	

**II. DESCRIPTION**

Application of fundamental aspects and trends of publicity and its role in contemporary marketing. Emphasis on the concepts of developing advertisement, graphic design, media selection, creative plan, customer service and other aspects related to the publicity campaign. Prerequisite: MKTG 2220 and MKTG 3230.

**III. OBJECTIVES**

It is expected that upon completing the course, the student should be able to:

1. Explain the role of advertising in society and in marketing.
2. Analyze the use of digital advertising and its impact on marketing.
3. Demonstrate how an advertising agency works and how it helps in the development of effective advertising campaigns.
4. Outline the characteristics of the mass media communications.
5. Prepare an advertising campaign.

**IV. CONTENT**

- A. The importance of paid advertising
1. Origins and development of advertising
  2. The role of advertisements in brand creation.
  3. Advertisements and the Marketing Mix.
  4. Conditions that promote the use of advertisements.

- B. Advertising agencies and media strategy
  - 1. The departments within an advertising agency
  - 2. Selection, evaluation, and compensation to advertising agencies.
  - 3. Principles of media research
  - 4. Media Planning
  - 5. Media Buying
  
- C. Characteristics of different media
  - 1. Evaluate the characteristics of mass media communications.
  - 2. Measuring TV audiences.
  - 3. Newspaper circulation
  
- D. Advertisement production
  - 1. Structural elements of the primary types of advertisements.
  - 2. Principles of digital advertisement production
  - 3. Traditional media for graphic design and reproduction.
  
- E. Elaboration of an advertising campaign
  - 1. Advertising objectives
  - 2. Identifying target audiences
  - 3. Determining budget requirements
  - 4. Media selection
  - 5. Message design
  - 6. Campaign launches
  - 7. Evaluating results

## **V. LEARNING ACTIVITIES**

- 1. Visit marketing departments in different organizations.
- 2. Interviews with marketing professionals
- 3. Professor conferences
- 4. Research work
- 5. Oral and written presentations
- 6. Assignments
- 7. Case analysis
- 8. Reading materials
- 9. Teamwork
- 10. Movies and videos
- 11. Online searches

## VI. EVALUATION

	<b>Punctuation</b>	<b>% of final grade</b>
Assignments	50 puntos	11.11%
Three partial activities	300 puntos	66.67%
Final Test	<u>100 puntos</u>	<u>22.22%</u>
<b>TOTAL</b>	<b>450 points</b>	<b>100%</b>

## VII. SPECIAL NOTES

### A. Auxiliary services or special needs

All students who require auxiliary services or special assistance must request them at the beginning of the course or as soon as they become aware that they need them, through the corresponding registry, in the Office of the Coordinator of services for students with disabilities, Dr. María de los Ángeles Cabello. She is located in the Counseling and Counseling Program, office 111, on the first floor of the John Will Harris building, ext. 2306.

### B. Honesty, fraud, and plagiarism

Dishonesty, fraud, plagiarism, and any other inappropriate behavior in relation to academic work constitutes major infractions sanctioned by the General Student Regulations. The major infractions, as stated in the General Student Regulations, may have as a consequence, suspension from the University for a definite period greater than one year or the permanent expulsion from the University, among other sanctions.

### C. Use of electronic devices.

Cellular telephones and any other electronic device that could interrupt the teaching and learning processes or alter the environment leading to academic excellence will be deactivated. Any urgent situation will be dealt with, as appropriate. The handling of electronic devices that allow students to access, store or send data during evaluations or examinations is prohibited.

## D. Compliance with the Provisions of Title IX

The Federal Higher Education Act, as amended, prohibits discrimination because of sex in any academic, educational, extracurricular, and athletic activity or in any other program or function, sponsored or controlled by a higher education institution, whether or not it is conducted within or outside the property of the institution if the institution receives federal funds.

In harmony with the current federal regulation, in our academic unit an Assistant Coordinator of Title IX has been designated to offer assistance and orientation in relation to any alleged incident constituting discrimination because of sex or gender, sexual harassment or sexual aggression. The Assistant Coordinator Sr. George Rivera can be reached by phone at ext. 2262 / 2147, or by e-mail [griverar@metro.inter.edu](mailto:griverar@metro.inter.edu).

The normative document titled **Norms and Procedures to Deal with Alleged Violations of the Provisions of Title IX** is the document that contains the institutional rules to direct any complaint that appears to be this type of allegation. This document is available in the Web site of Inter American University of Puerto Rico ([www.inter.edu](http://www.inter.edu)).

## VIII. EDUCATIONAL RESOURCES

### Textbook :

Altstiel, Tom and Jean Grow. Advertising Creative: Strategy, copy, design. 4<sup>th</sup> edition. Los Angeles: Sage, 2017.

### SUPPLEMENTARY READINGS

Russell, Thomas, J. Kleppner (2016). Advertising Procedure. 18<sup>th</sup> Edition. Prentice Hall.

Applegate, Edd. How to Create Effective Advertising. Second edition. Lantam: Rowman & Littlefield, 2016.

Barnes, Susan B. Branding as Communication. New York: Peter Lang, 2017.

Berman, Margo. The Blueprint for Strategic Advertising: How critical thinking builds successful campaigns. New York, NY: Routledge, 2017.

Chaffey, Dave, Routledge. Digital marketing excellence: planning, optimizing and integrating online marketing Fifth Edition. Taylor & Francis Group, 2017.

Einstein, Mara. Advertising: what everyone needs to know. New York, NY: Oxford University Press, 2017

Estrada Nieto, José María, Jordán, David and Hernández María A. Marketing Digital, Mobile Marketing, SEO y Analítica Web. Anaya Multimedia, S.A., 2017.

Fueroghne, Dean Keith, Law & advertising: a guide to current legal issues. 4<sup>th</sup> edition. Lanham, Maryland: Rowman & Littlefield, 2017.

Iacobucci, Dawn. Marketing Management. Cengage Learning, 2017.

Kocina, Lonny. The CEO's Guide to Marketing: The Book Every Marketer Should Read Before Their Boss Does. Maple Island, 2017

Kotler, Philip. Kartajaya Heemawan and Setiawam Iwan. Marketing 4.0: Moving from traditional to digital. Wiley, 2016.

Marshall, Greg W., and Mark W Johnston. Marketing Management. McGraw-Hill Education, 2018.

Pradeep, A. K., Andrew Appel, and Stan Sthanunathan. AI for Marketing and Product Innovation: Powerful New Tools for Predicting Trends, Connecting with Customers, and Closing Sales. Routledge, 2017.

Priluck, Randi. Social media and mobile marketing strategy, Oxford University Press, 2017.

Quesenberry, Keith A. Social media strategy: marketing and advertising in the consumer revolution. Rowman & Littlefield, 2016.

Ryan, Damian. Understanding Digital Marketing: Marketing Strategies for engaging the digital generation. Kogan Page, 2017.

Smith, Mike. Native advertising advantage: build authentic content that revolutionizes digital marketing and drives revenue growth. McGraw-Hill Education, 2017

## **IX. BIBLIOGRAPHY (OR REFERENCES)**

### **Magazines**

The following magazines are found in the (PROQUEST and/or EBSCO HOST) in the digital library of the Interamerican University of Puerto Rico:

Journal of Advertising. 1972 to present.

International Journal of Advertising. 1982 to present.

Journal of Current Issues & Research in Advertising. 1992 to present.

Journal of Consumer Marketing. 1983 to present.

International Journal of Consumer Studies. 1998 to present.  
Journal of Consumer Psychology. 1998 to present.  
Journal of Consumer Policy. 1983 to present.  
Harvard Business Review. 2001 to present.  
Business Horizons. 1965 to present.  
MIT Sloan Management Review. 2001 to present.  
Journal of Personal Selling & Sales Management. 1980 to present  
Marketing News. 1993 to present.  
Marketing Week. 2001 to present.  
Psychology and Marketing. 1984 to present.  
Journal of International Marketing. 1993 to present.  
Journal of Marketing Management. 1985 to present.  
Journal of Marketing Research. 1964 present.  
European Journal of Marketing. 1971 to present.  
Journal of the Academy of Marketing Science. 1973 to present.  
Journal of Marketing. 1936 to present.  
Journal of International Consumer Marketing. 1997 to present.  
Journal of Marketing Communications. 1998 to present.  
Journal of Retailing & Consumer Services. 2002 to present.  
Journal of Retailing. 1964 to present.  
International Review of Retail, Distribution & Consumer Research. 1990 to present.

### **Electronic Resources**

Advertising Age: <http://www.adage.com/>  
Advertising Age Global: <http://www.adageglobal.com/>  
Advertising Critic from Creativity Magazine: <http://www.adcritic.com/>  
Advertising Week: <http://www.adweek.com/>  
Brand Week: <http://www.brandweek.com/>  
Media Week: <http://www.mediaweek.com/>  
American Marketing Association: <http://www.marketingpower.com/>

Consumer Behavior and Marketing: The Psychology of Consumers:

<http://www.consumerpsychologist.com/>

Sales and Marketing: <http://www.salesandmarketing.com/>

Retailer News: <http://www.retailernews.com/>

Rev. 04/2019; 10/2020; 4/2021;5/2021